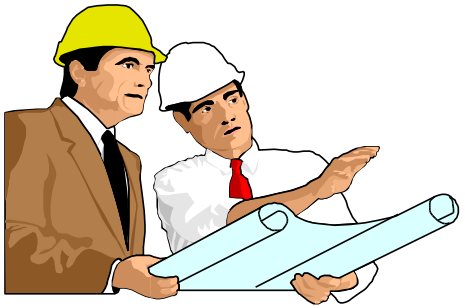
CUSTOMER OUTREACH TUTORIA

US Army Corps
of Engineers

Our PRESENT and our FUTURE

US Army Corps of Engineers

CUSTOMER OUTREACH TUTORIAL



- If you have joined us from “THE CORPS WAY” great! If not, you may find it helpful to review that site at this time.
- Thank you for taking the time to join us! This tutorial takes about 15 your time and is intended to help you understand how your future an of the Corps are intertwined with our customers.
- We will cover how to reach out to our customers to further develop and improve our business relationship with them--and to assure we meet their expectations. This is what we call “customer outreach”.

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WHAT IS CUSTOMER OUTREACH?

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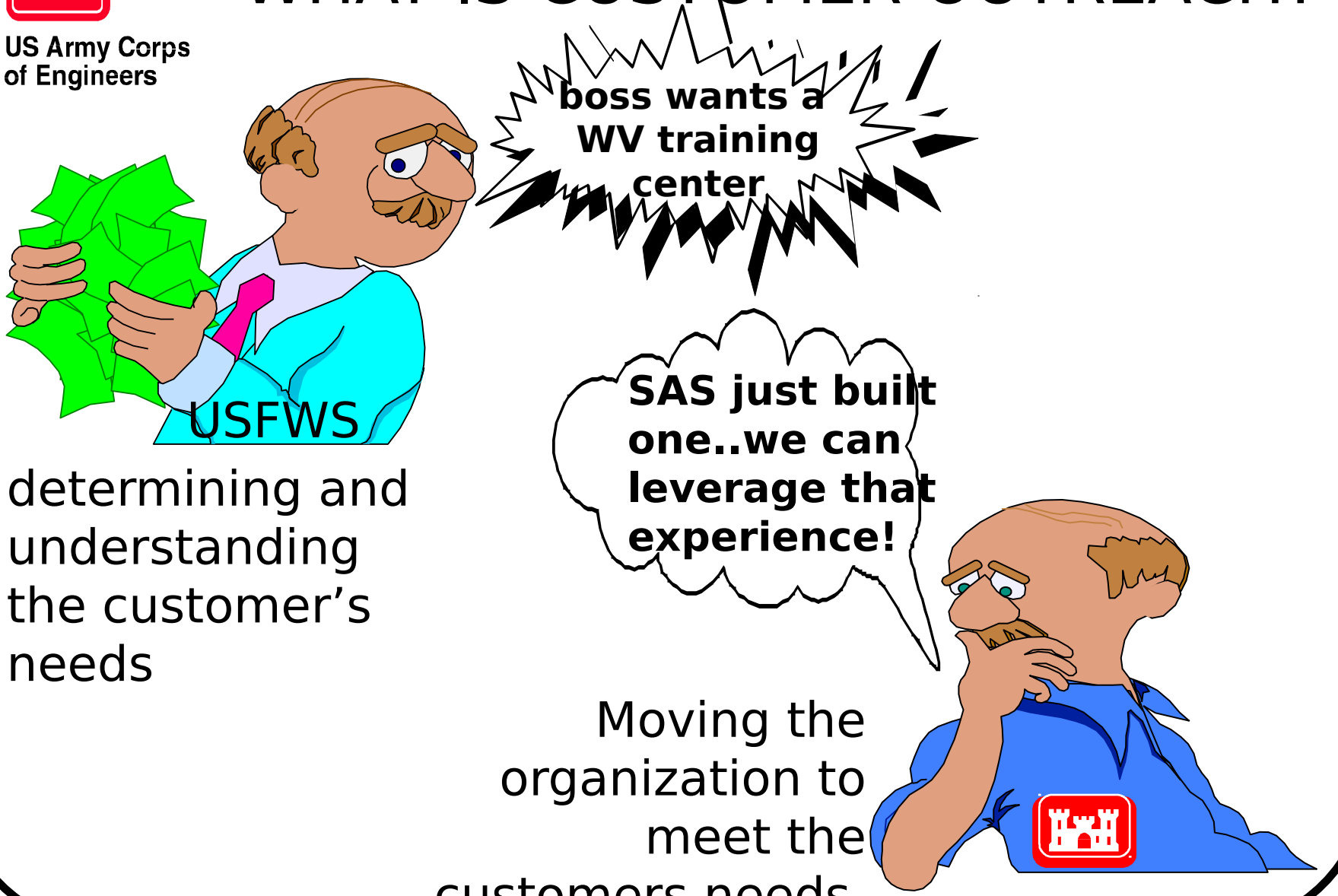

determining and understanding the customer's needs

Moving the organization to meet the customers needs

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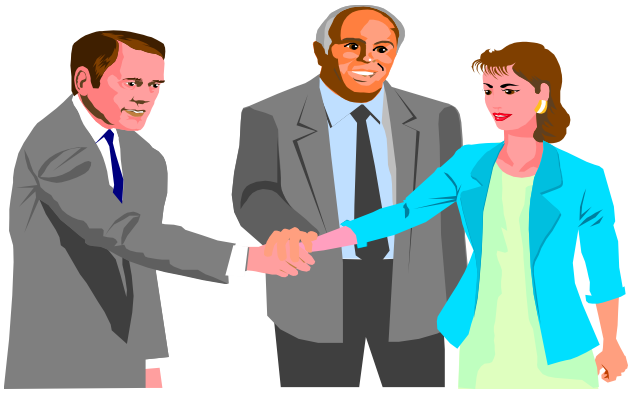
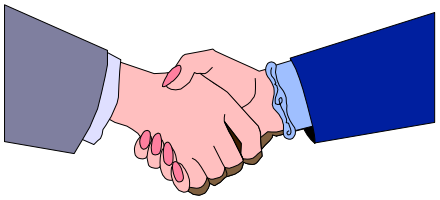
WHAT'S IT LOOK LIKE?



- **Meeting with customers**
- **Listening to their needs**
- **Clarifying through questions**
- **Informing of Corps capability**
- **Planning successful customer strategies**

- **Building long-term business relationships**
- **Being an advocate for the customer**
- **Facilitating agreements (MOAs, etc)**
- **Promoting customer feedback/satisfaction**



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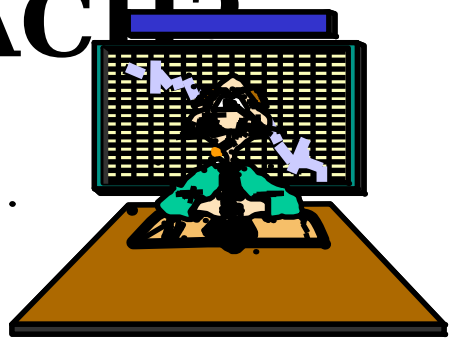
WHY SHOULD I CARE ABOUT OUTREACH?



1. Customers want and expect more than they did in the past -- we need to exceed their expectations

2. Delighting a customer brings personal satisfaction and increases our pride in being part of a successful Corps effort

3. New opportunities are emerging with both existing and new customers

4. Congress and the Administration have mandated greater service to the customer

5. It is a tool for implementing the Corps' Vision -- specifically Goal #2-- "seeking growth opportunities"

6. Sustaining our core competencies preserves skills needed by the Army and the nation now and in the future

Not convinced? Read on....

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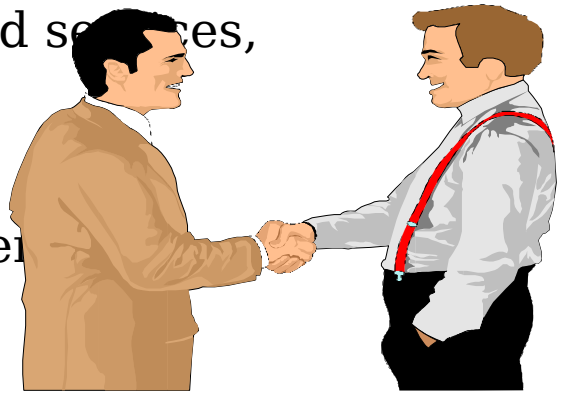
WHAT'S THE BENEFIT FOR US?

- Delighted customers return again and again.
- Delighted customers tell other customers
- We move into new markets, products, and services, enhancing the Corps value to the nation.
- We create a diverse, sustainable customer



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SO . . . HERE WE GO

- This presentation will help you understand
  - How it fits in
  - Where do we focus
  - What guides our focus
- Ready to build better business relationships with customers?

Look at the next page for a good approach.

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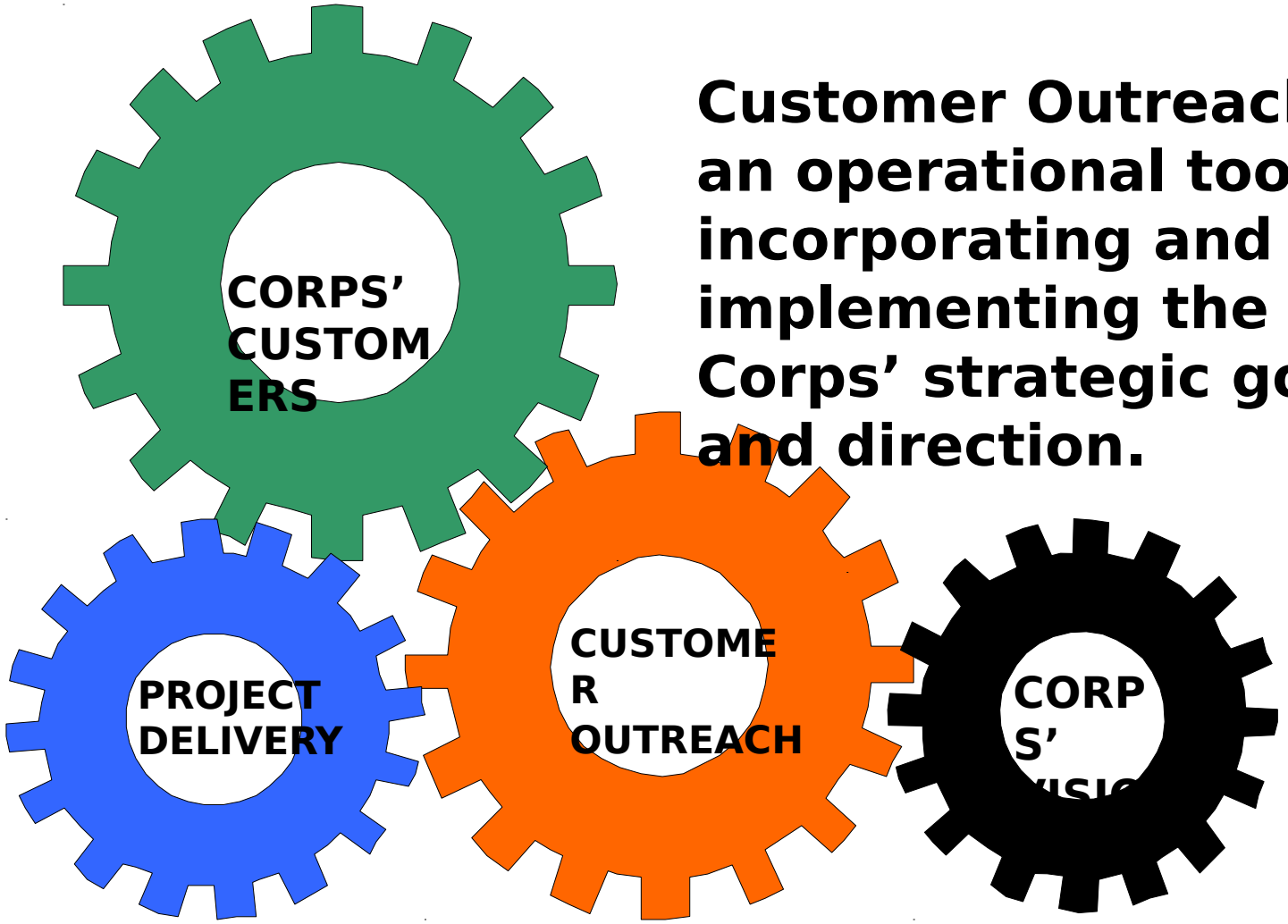
HOW DOES IT FIT TOGETHER?



Customer Outreach is an operational tool for incorporating and implementing the Corps' strategic goals and direction.

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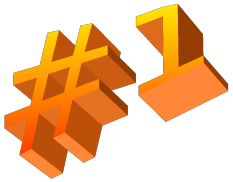
WHERE DO WE FOCUS?



X What it takes to keep existing customers

4X What it takes to get new customers

20X What it takes to regain lost customers

{X = Outreach Effort}

The number one focus is to exceed our existing customers' expectations and to use our successes to BUILD BUSINESS RELATIONSHIPS for the future!

"THE CORPS MUST EXECUTE EXISTING MISSIONS TO ENSURE THE SUCCESS OF OUR CUSTOMERS!"

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WHERE IS OUR CUSTOMER FOCUS?

We conduct outreach with **existing** and prospective customers, including DOD, other Federal, State, and local customers.

The **80/20 RULE** applies in many occasions

20% OF OUR CUSTOMERS GENERATE

80% OF OUR WORK AND REVENUE!!

Our 80/20 analysis shows that we have **STRATEGIC** Customers--the customers that can effect or change our future! We must always insure their delight!

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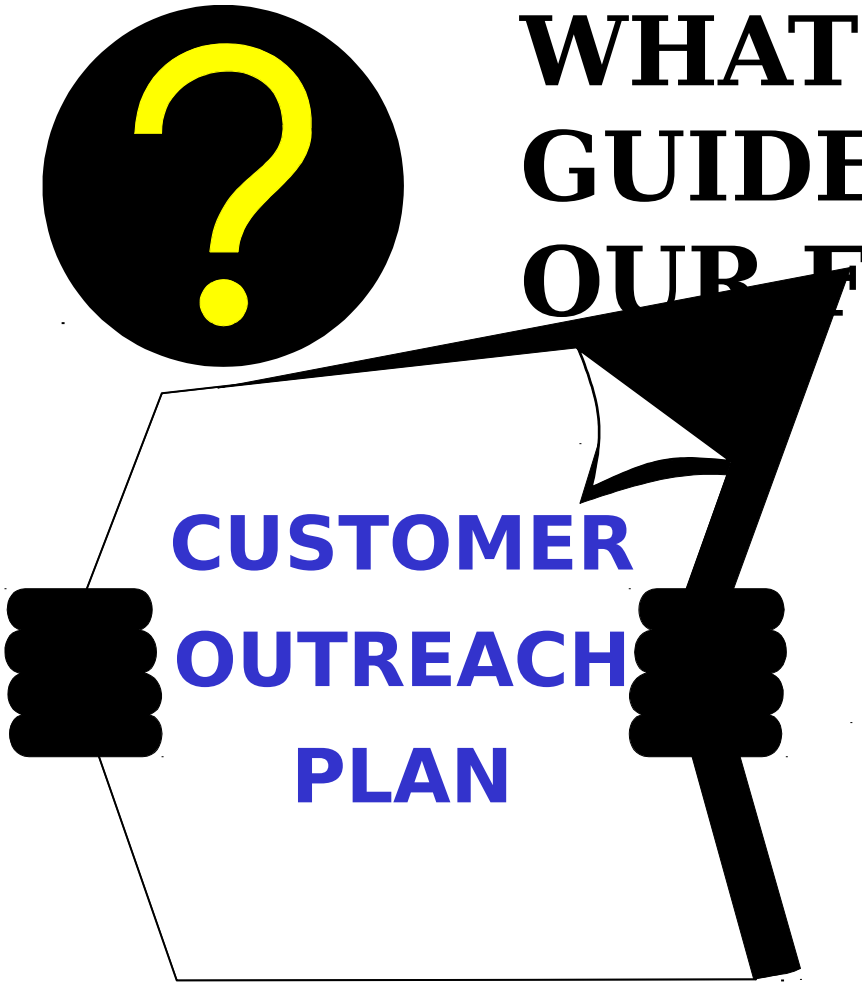
WHAT GUIDES OUR FOCUS.



[LINK TO SAMPLE OUTREACH PLAN]

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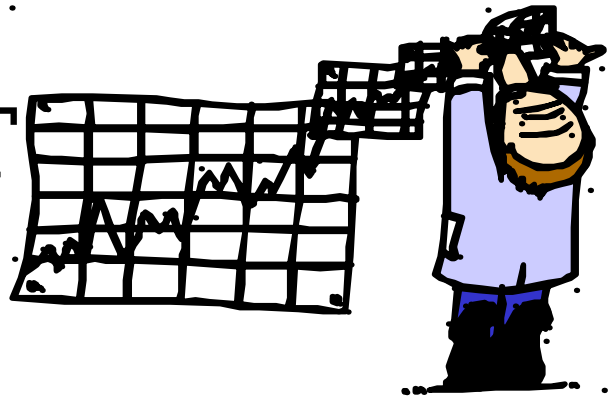
WHAT IS THE HEART OF OUTREACH?



- The Corps mission is to prepare in peace, so we can be fully prepared to serve the nation during a natural disaster or crisis.

- The HEART OF OUTREACH is a total service model built around e business relationships with our customers.

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OUTREACH - WHAT YOU CAN DO!

- Involves everyone in relationship building and becoming valued problem-solving partners with the customer.

- Provides an exceptional level of service by identifying the needs and expectations of our customers, then using our resources to exceed those needs and expectations. SUCCESSFUL OUTREACH TAKES A TEAM EFFORT!

- Develops accurate knowledge of our customers' needs and expectations, always focusing on what's important to the CUSTOMERS.

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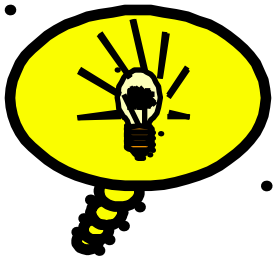
HOW DOES OUTREACH WORK -- YOUR ROLE!



- FIRST: Focus on building long-term customer relationships and be aware of your customers' changing requirements by listening to them.
- SECOND: Jointly identify opportunities with your customers and strive to exceed their expectations.
- THIRD: Increase customer satisfaction for long, happy relationships.

REMEMBER--Learning to listen often requires training. The next page suggests an approach.

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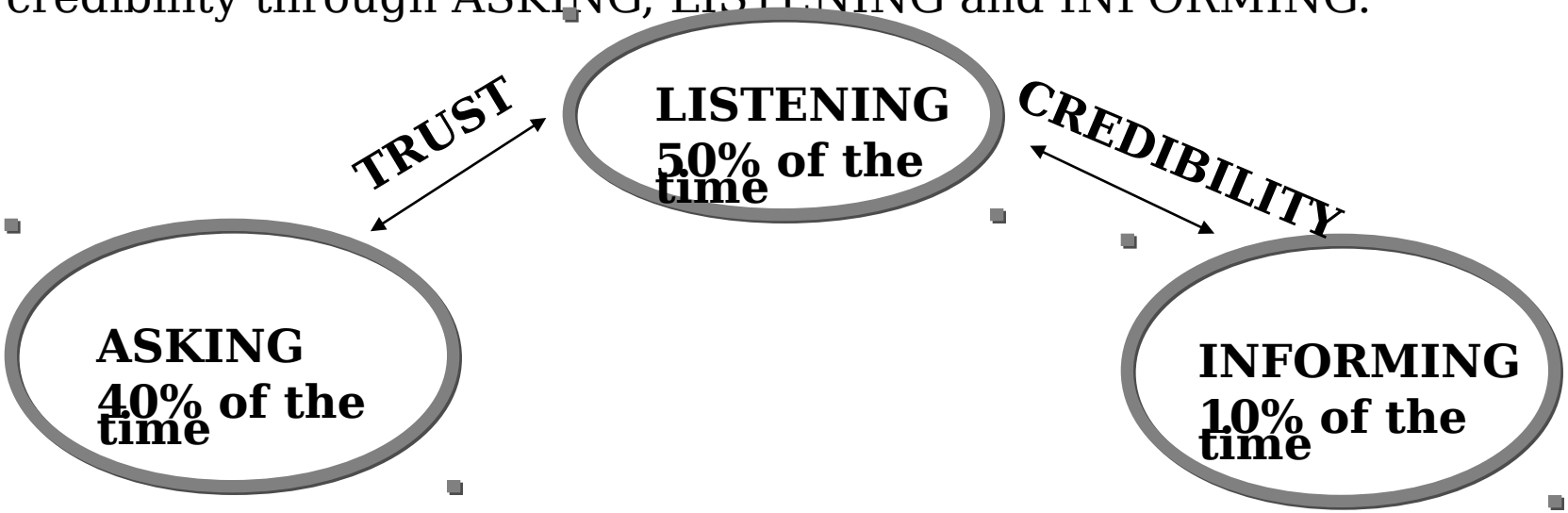
OUR OUTREACH PHILOSOPHY

OUTREACH isn't about selling the Corps' capabilities. Our challenge is to DELIGHT our customer by building trust and credibility through ASKING, LISTENING and INFORMING.



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OUR OUTREACH APPROACH

OUTREACH IS ABOUT BECOMING THE CUSTOMER'S "PROBLEM SOLVER OF CHOICE"

When we listen to a customer we learn what they really need and want--what's important to them. Let's face it, people today know they can get what they need from more than one place, and we must fill that need. But the bottom line for customer satisfaction that returns customers again and again is to provide what they "want!"

When we ask questions that help us clarify what the customer means, it shows we're listening to what they want and that builds TRUST.

When we interject short, specific statements about our experience that relates to what they need and want, we build CREDIBILITY.

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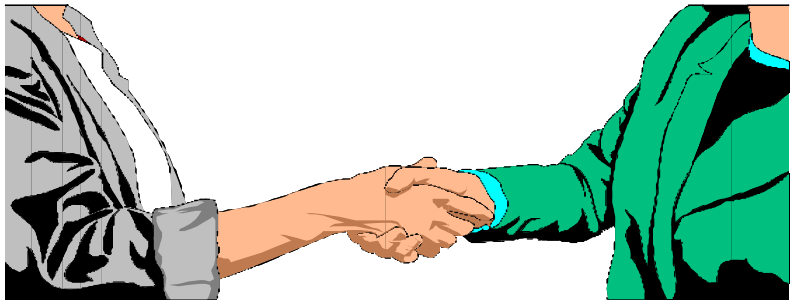
WHO IS RESPONSIBLE ?

YOU are! Everyone is responsible for customer service and satisfaction--from the administrative staff and technical experts to the project managers and the senior leaders. We all have a role in assuring that the customer is delighted with our products and services.

OUTREACH points of contact throughout the Corps are listed at the end of this presentation.



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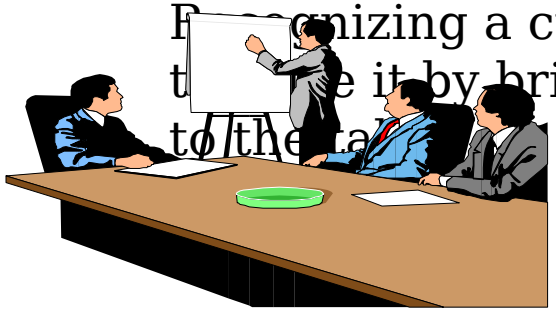
WHEN DO WE OUTREACH?

- Any time or place where it is convenient
- During partnering sessions and line item reviews with customers
- When responding to customer satisfaction surveys
- Outreach occurs whenever we can better serve our customers
- Recognizing a customer dilemma or problem and helping to solve it by bringing Corps problem solving assistance to the table



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WHAT CAN I DO?

First, remember that for a customer "first impressions are lasting impressions."

Second, ask yourself:

"How can I help this customer?"

"Am I treating this customer the way I would want to be treated?"

Third, listen and ask questions to see how to give the customers what they want. Then consult with others as needed to develop a full solution.

Fourth, play an active role on a customer account team when asked. Refer customer opportunities to the customer outreach or business development director.

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GOLDEN RULES OF OUTREACH

- Know the Customer--build relationships, listen-ask-inform, give them what they want.
- Be Ole Reliable--keep your word, do the job right.
- Discover the value of complaints--if they don't tell you, they'll tell their new service provider what was wrong with the last one!
- Your mother was right--show people respect and be polite.
- Treat every customer as though they're have a billion dollars to spend for the Corps' services over their lifetime--and it is dependent on you!

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THANK YOU FOR TAKING TIME TO LEARN MORE

ABOUT OUR OUTREACH PROGRAM!

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TO SUM IT UP

Outreach is a USACE wide initiative. Districts, Divisions, Centers, Laboratory, and headquarters are in it together.

We are all working to "zipper" our relationships with customers from top to bottom!.

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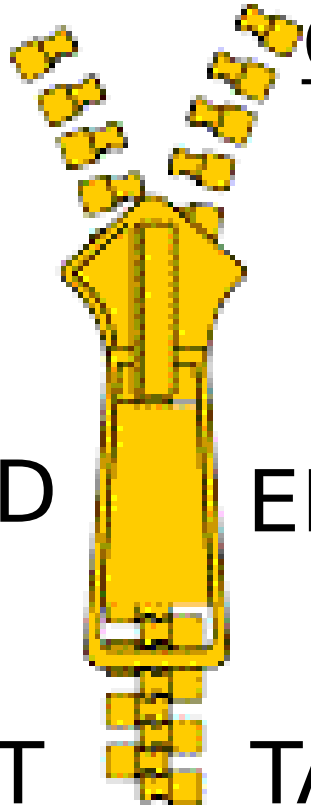
TO SUM IT UP!

We want to achieve the customer "zippering" effect! Seamless vertical/horizontal knowledge & service to customer!

USACE	CUSTOMER
HQUSACE	HQEPA
SWD	EPA REGION VI
SWT	TAR CREEK SITE



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CORPS CUSTOMER OUTREACH POCS

Great Lakes and River Division

- CELRR: Bob Warda (513) 353-3679
- CELRB: Ron Guido (716) 879-4195
- CELRC: Charlie Savage (312) 353-6400
- CELRE: Jeff Weiser (313) 226-3444
- CELRH: Richard Meadows (304) 529-5388
- CELRL: Carolyn Deane (502) 625-7188
- CELRN: John Hall (615) 736-5646
- CELRC: Scott Smiley (412) 644-6811

Mississippi Valley Division

- CEMVD: Larry Kilgo (601) 634-5848
- CEMVM: Laura Rowland (901) 544-4130
- CEMVN: Larry Poindexter (504) 862-2937
- CEMVR: Leo Foley (309) 794-5791
- CEMVS: Sharon Cotner (314) 331-8045
- CEMVP: Russel K. Snyder (612) 290-5439
- CEMVK: Steve Gambrell (601) 631-5021

North Atlantic Division

- CENAD: Eileen Barry (212) 264-7176
- CENAB: Robert Linder (410) 962-796
- CENAE: Bobby Byrne (617) 647-8509
- CENAN: Stu Piken (212) 264-5481
- CENAO: John Berard (757) 441-7535
- CENAP: Rich Maraldo (215) 656-6505
- CENA : Frank Webb 011-49-611-816-2727

Northwestern Division

- CENWD: Larry Anderson (503) 808-3744
- CENWR: Sherman Bollinger (402)697-2532
- CENWK: Vince Bilardo (816) 426-545
- CENWO: Ken Cooper (402) 221-3928
- CENWP: Mary Nash (503) 808-4712

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CORPS CUSTOMER OUTREACH POCS: Districts & Divisions

Pacific Ocean Division

- CEPOD: Russell Takara (808) 438-0123
- CEPOH: Raymond Kishaba (808) 438-9627
- CEPOA: Ronald Tombs (907) 753-5755
- CEJED: Andy Constantaras (315) 265-3844*
- CEHED: Peggy Grubbs (822) 270-7646

* DSN

South Pacific Division

- CESPD: Caroline Buckles (415) 977-8316
- CESPA: Cheryl Buckel (505) 342-32
- CESPL: Kelly Ryan (602) 640-2015
- CESPK: Nicole Gauthier (916) 557-6816
- CESPN: Eric Bluhm (415) 977-8704

South Atlantic Division

- CESAD: Sharon Taylor (404) 331-2495
- CESAC: Jim Truelove (803) 727-4489
- CESAJ: Jim Boone (904) 232-2583
- CESAM: Roger Simmons (334) 694-3830
- CESAS: Frank de la Sierra (912) 652-5166
- CESAW: Tony Carter (910) 251-4834

Southwestern Division

- CESWD: Tom Hudspeth (214) 767-2177
- CESWF: Jim Withaeger (817) 978-28
- CESWG: Richard Tomlinson (409) 766-3917
- CESWL: John Hogan (501) 324-6607
- CESWT: John Wagner (918) 669-723

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CORPS CUSTOMER OUTREACH POCS: Centers, Labs, HQ

Transatlantic Center

- CETAC: Ben Wood (540) 665-3796

Huntsville Center

- CEHND: John Matthews (205) 895-1571

Headquarters

- CECS-I: Don Kisicki (202) 761-4273
- CECS-I: Al Bertini (202) 761-4271
- CECS-I: Leslie Geiger (202) 761-4268
- CECS-I: Judith Reid (202) 761-4269
- CECS-I: Dan Clark (202) 761-4284
- CEMP-RS: Bert Jemmott (202) 761-0525
- CERE-AP: Bob Cribbin (202) 761-1704
- CERD: Tom Hart (202) 761-1849

Laboratory

- CEWES: Dennis Smith (604) 634-2595
- CECRL: Joyce Nagle (603) 646-4161
- CETEC: Charles McKenna (703) 428-7133
- CECER: Jeff Walaszek (217) 373-6789